

Message Text

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FM AMEMBASSY JAKARTA

TO SECSTATE WASHDC 5139

INFO AMCONSUL MEDAN

AMEMBASSY SINGAPORE

AMCONSUL SURABAYA

UNCLAS JAKARTA 15792

E.O. 11652: N/A

TAGS: BEXP, ID

SUBJ CCP FOURTH QUARTER AND FINAL REPORT FY 1977

1. CCAG MET ON NOVEMBER 23 TO REVIEW FOURTH QUARTER FY 1977 PROGRESS AND TO ASSESS OVERALL FY 1977 COUNTRY COMMERCIAL PROGRAM(CCP).

2. FOURTH QUARTER CAMPAIGN INITIATIVE ACTIVITIES WERE ALMOST ENTIRELY TAKEN UP WITH PREPARATIONS FOR THE HIGHLY SUCCESSFUL DINAMIKA 77, OCTOBER 31-NOVEMBER 5 (FY 1978).

3. RE ANNUAL ASSESSMENT OF FY 1977 CCO,CCAG MADE FOLLOWING COMMENTS.

4. CCP FOR INDONESIA IS A LIVING DOCUMENT. DURING THE YEAR, WITH COORDINATION AND AGREEMENT OF WCAG, WE HAVE REVISED, CHANGED AND DROPPED CAMPAIGNS, ACTIVITIES, ACTIONS AND MILE-STONES AS NECESSARY. A MAJORITY OF FY 77 CAMPAIGNS AND OTHER POST SPECIAL ACTIVITIES CONTINUE IN FY 1978 CCP AS THEMES REMAINING HIGHLY APPROPRIATE TO INDONESIAN MARKET.

5. THIS HAS BEEN YEAR OF TRANSITION IN EMBASSY'S COMMERCIAL PROGRAM. THE SEVERAL PREVIOUS YEARS' CCPS WERE UNCLASSIFIED

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OREINTATED TOWARDS SEEKING OF MAJOR PROJECT OPPORTUNITIES. WITH NEAR COLLAPSE OF PERTAMINA IN 1975, DECREASING LEVELS OF FOREIGN INVESTMENT AND LESSENING OF US EXPORT-IMPORT BANK INVOLVEMENT HERE, THIS EARLIER EMPHASIS BECAME LESS APPROPRIATE. BY START OF FY 77 CCP, IT HAD BECOME CLEAR THAT TRADITIONAL SALESMANSHIP WAS NECESSARY AND THE ARRAY OF OIM EXPORT PROMOTION ACTIVITIES SUPPORTED

BY EMBASSY WAS JUDGED AS BEST WAY TO ENHANCE EXPORT
SALES IN INDONESIA.

6. TO CARRY OUT THIS NEW DIRECTION, THE WELL-DONE
TECHNICAL SALES SEMINAR FOR MINING EQUIPMENT IN OCTOBER
1976 WAS FIRST OIM-SUPPORTED ACTIVITY SINCE APRIL 1974.
EMBASSY AND CONSULATES INCREASED THEIR SUPPORT FOR EX-
HIBITIONS AT SINGAPORE TRADE CENTER/IMC. E ALSO
DISCOVERED AND IMC SINGAPORE CONTRACTED WITH A JAKARTA
FIRM FOR DIRECT MAIL ADVERTISING SERVICES FOR SELECTED IMC
SHOWS. INDONESIAN ATTENDANCE AT FIRST SHOW USING
DIRECT MAIL PUBLICITY (PRINTING AND GRAPHIC ARTS) WAS
HIGHEST EVER.

7. SUPPORT OF CCP CAMPAIGNS HAS BECOME A MISSION-WIDE
ACTIVITY. IN FY 77 EVERY E/C OFFICER MADE BLUE RIBBON
CALLS FOR IMC-SUPPORTED EXHIBITIONS INCLUDING DINAMIKA.
AGRICUTLURAL ATTACHE SUPPORTED COMMERCIAL NEWSLETTER AND
DINAMIKA WITH FUNDS FOR AN AMERICAN MENU PROPORTION AT THE
HOST HOTEL DURING THE EXHIBITION AND MADE CALLS WITHIN
BULOG AND DEPARTMENT OF AGRICULTURE. USIS SUPPORT WAS
SUPERB. USIS FINANCIALLY SUPPORTED TRADE USA, THE RE-
GIONAL COMMERCIAL NEWSLETTER, AND PRINTING OF SOUGHT-
AFTER "DIRECTORY OF US FIRMS AND ORGANIZATIONS IN
INDONESIA." PAO AND HIS STAFF SAVED THOUSANDS OF DOLLARS
FROM DINAMIKA 77 BUDGE AND GAVE PROFESSIONAL TOUCH TO
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AUDIO-VISUAL MATERIALS AND TO MARKETING OF DINAMIKA
RIGHT OUT OF MADISON AVENUE.

8. RESOURCES PROGRAMMED WERE INADEQUATE TO COMPLETE
REQUIRED TASKS. THERE WERE NOT ENOUGH WORK DAYS IN THE
YEAR. UNOFFICIAL AND OFFICIAL OVERTIME BY BOTH AMERICAN
AND LOCAL STAFF WAS REQUIRED TO MEET CCP GOALS. A
STRUCTURAL PROBLEM WITH RESROUCE BUDGETING PROCESS RE-
LATES TO FACT THAT MUCH OF WHAT EMBASSY/S ECONOMIC/
COMMERCIAL SECTION DOES IS REACTIVE. FOR EXAMPLE, THERE
WAS NO WAY TO ANTICIPATE AND PLAN FOR OVER A YEAR IN
ADVANCE FOR VIPS OR CODELS THAT HAD COMMERCIAL REASONS
FOR COMING HERE OR FOR TIME CONSUMING AND UNANTICIPATED
AIR AGREEMENT NEGOTIATIONS THAT HAD TO BE UNDERTAKEN.
ALSO WITH LITTLE EXPERIENCE IN SOLO TRADE FAIRS, WE
HEAVILY UNDERESTIMATED TH FINANCIAL AND TIME RESOURCES
NECESSARY FOR FY 77 PREPARATIONS FOR DINAMIKA 77. WE
ESTIMATE TOTAL E/C PERSONNEL AND FINANCIAL RESOURCES
ACTUALLY APPLIED TO THE FY 1977 CCP WERE AS FOLLOWS.
USING AVAILABLE WORK DAYS OF E/C FSO/R/L/S.

WORK DAYS

PLANNED ACTUAL

TRADE PROMITION EVENT SUPPORT	266	395
MARKET RESEARCH	26	7
MAJOR PROJE CTS	518	308
FOREIGN BUYER PROGRAM	29	7
TRADE OPPORUTNITIES	36	36
WTTDRS	117	117
A/D SER VICE	86	86
FI INDEX	56	56
INVESTMENT PROTECTION/FACILITATION	263	263
EXIMBANK SUPPORT	60	30
SCHEDULED CERP	298	298
COMMERCIAL NEWSLETTER	32	22
BUSINESS SERVICES	1082	1082
ECON REPORTING, NEG.REPRESENTATION	620	640
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MANAGEMENT	238	228
"OTHER"E/C ACTIVITIES	283	293
NON E/C ACTIVITIES	120	120
	4130	4130

WE ESTIMATE THAT OVER \$25,300 WAS SPENT IN FY 77 ON PROGRAMMED CCP ACTIVITIES.

9. IN SUMMARY, THERE WAS A TREMENTDOUS AMOUNT OF SUPPORT FOR CCP BY ALL SECTIONS OF MISSION, INCLUDING THE CON-SULATES . THE CCAG VIEWS IT AS EVIDENCE OF SINCERE DESIRE TO ASSIST IN ALL POSSIBLE WAYS EFFORTS OF AMERICAN FIMRS EXPORTING TO INDONESIA. WE BELIEVE THE FY CCP WAS AN OVERALL SUCCESS. RIVES

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